

REPORT TO:	HEALTH AND WELLBEING BOARD (CROYDON) 18 October 2017
SUBJECT:	Food Flagship Achievements (2015 to 2017) and Healthy Child Weight Action Plan (2017 to 2020)
BOARD SPONSOR:	<i>Rachel Flowers</i>
BOARD PRIORITY/POLICY CONTEXT:	
<p>This report addresses the following goals and local priorities of the Joint Health and Wellbeing Strategy:</p> <ul style="list-style-type: none"> • Increased healthy life expectancy and reduced differences in life expectancy between communities • Reduce overweight and obesity in children <p>And contributes to:</p> <ul style="list-style-type: none"> • Improve educational attainment in disadvantaged groups • Improve children’s emotional and mental wellbeing • Increase breastfeeding initiation and prevalence • Reduce overweight and obesity in adults 	
FINANCIAL IMPACT:	
There are no direct financial implications arising from this report.	

1. RECOMMENDATIONS

The board is asked to:

- 1.1 Note the achievements and legacy of the Food Flagship programme.
- 1.2 Approve the borough’s three-year Healthy Weight Action Plan (2017 to 2020);
- 1.3 Discuss how to maximise the impact of the plan across the system
- 1.4 Commit to the Local Government Declaration on Sugar Reduction and Healthier Food.

2. EXECUTIVE SUMMARY

- 2.1 This paper celebrates the achievements of Croydon's Food Flagship programme and sets out the strategic direction for the borough, over the next three years, for promoting an environment that enables children, young people and their families to eat well, be physically active and maintain a healthy weight.

3. DETAIL

- 3.1 This paper has two parts. The first celebrates the successes over the last two years of Croydon's Food Flagship programme that aimed to transform our food landscape. The second sets out the challenges of childhood obesity and describes the borough's strategic direction for tackling these over the next few years. It invites members to approve the overall approach and discuss ways to maximise the impact of our approach, in particular for three initiatives: Sugar Smart campaign; Local Government Declaration on Sugar Reduction and Healthier Food; and the Daily Mile.

FOOD FLAGSHIP

- 3.2 In 2015, Croydon was selected as part of a competitive process to be one of the two London Food Flagship boroughs, to develop and deliver a programme of community and school based food initiatives with the aim of improving the quality of food available, share understanding of how diet impacts our health and develop practical cooking and food growing skills amongst Croydon residents and school children. Over two years, the programme reached thousands of school children and their communities, and delivered significant successes with all projects achieving, and in some cases exceeding targets. More children, families and residents know how to grow and cook good food and understand the importance of a good diet in staying healthy. Many of the changes are now business as usual and several of the projects have sparked further developments. A video of the Croydon story so far is available here:

<https://www.croydon.gov.uk/healthsocial/phealth/croydons-food-flagship-programme/croydons-food-flagship-programme>. An independent evaluation of the programme describes the many successes and legacy in detail.

https://www.london.gov.uk/sites/default/files/food_flagships_programme_evaluation.pdf). Some of the key successes are outlined below:

- Infant school meal uptake has increased from 81% to 85.2%
- Key stage 2 meal uptake has increased from 53% to 64.5%.
- 382 school staff have received training and 60 schools have improved breakfast provision.
- Over 300 residents attended a cookery or horticultural course at Good Food Matters, New Addington
- Four in five residents believed their diets had become healthier since involvement with Good Food Matters.
- 22 Master Gardeners trained to support residents to grow food and over 1000 hours of volunteering.
- Over 40 food businesses are signed up to Eat Well Croydon

PROMOTING HEALTHY CHILD WEIGHT

WHY OBESITY MATTERS

3.3 Obesity causes harm to children and young people. The impacts are wide ranging and costly. Obese children are more likely to be obese adults, where even more serious health consequences occur. Obesity is a particular challenge in Croydon: by the age of 10 to 11 years, a greater proportion of children in Croydon carry excess weight than in London or nationally. Two in five children aged 10 to 11 years in Croydon are overweight or obese and this proportion is increasing over time.

Some groups are at greater risk. Residents living in poorer areas are more than twice as likely to be overweight as people living in prosperous areas. Other groups at increased risk are boys, people from BAME communities and children whose

parents are overweight or obese.

Childhood obesity is complex and change requires system wide engagement with a multifactorial approach. Evidence suggests that there are over 100 contributing factors ([Foresight; Tackling Obesity](#)) and the recently published [Government Action Plan](#) sets out the national framework for action.

3.4 In the autumn of 2016, building on the successes of the Food Flagship programme, the borough committed to the development of a borough action plan to tackle childhood obesity. A workshop was held with over 70 stakeholders to discuss how Croydon can work together to tackle the challenges. As a result, a Healthy Weight Action Plan (2017-2020) was produced.

THE ACTION PLAN

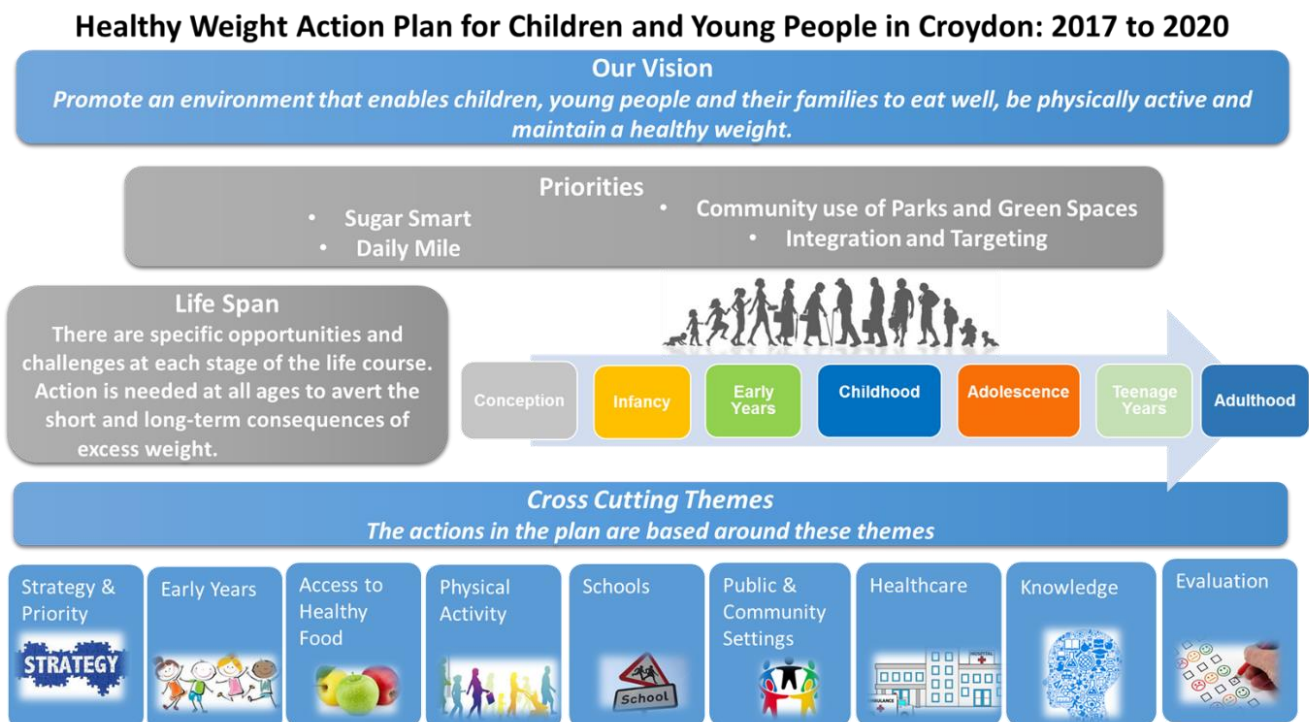


Figure 1.

3.5 Figure 1 outlines the the Healthy Weight Action Plan (2017-2020). The plan aims to promote an environment that enables children, young people and their families

to eat well, be physically active and maintain a healthy weight (See Appendix A for detailed action plan).

3.6 The action plan draws on an evidence-based pan London framework of good practice as well as the views of stakeholders. It is structured around nine theme that reflect the complexity of tackling childhood obesity and the need to make change across the whole system.

3.7 The action plan has three priorities:

- **Sugar: To become a Sugar Smart Borough** and sign the **Local Government Declaration on Sugar Reduction and Healthier Food**.
- **Integration and Targeting:** To integrate information and services into a single interactive pathway for residents and health professionals. To target support at those with greater need.
- **Engage with physical activity:** Engage residents and the community to promote physical activity in parks and open spaces. Roll out the Daily Mile in schools and Early Years settings. Implementation of the plan is overseen by a multi-agency Healthy Weight Alliance which we propose will report regularly to the health and wellbeing board. There are Task and Finish groups for the top three priorities.

KEY CAMPAIGNS

We invite the board to consider how we can maximise the impact of the action plan and in particular our three campaigns below.

Sugar Smart Croydon

3.8 Sugar Smart is a national movement that aims to reduce sugar consumption. It is supported by the Jamie Oliver foundation and the food charity Sustain. **Sugar Smart Croydon** aims to raise awareness around hidden sugars in food and drinks and will launch at the end of October 2017. We will encourage schools, workplaces,

restaurants, businesses and organisations to take action on sugar by signing pledges to make simple changes to the food and drink they offer. Residents can also sign up and pledge to make changes for themselves and their families and lobby for further action. A detailed briefing is attached at Appendix B.

Croydon Declaration on Sugar Reduction and Healthier Food

3.9 The Local Government Declaration on Sugar Reduction and Healthier Food is an initiative promoted by Sustain to help London local authorities tackle the proliferation and marketing of unhealthy food and drinks. The aim of the declaration is to make a public commitment to improve the availability of healthier food and to reduce the availability and promotion of unhealthier alternatives.

3.10 To sign the declaration, Croydon has to commit to take at least six different actions across six key areas.

- Area 1 – Tackle advertising and sponsorship
- Area 2 – Improve the food controlled or influenced by the council and support the public and voluntary sectors to improve their food offer
- Area 3 – Reduce prominence of sugary drinks and actively promote free drinking water
- Area 4 – Support businesses and organisations to improve their food
- Area 5 – Public events
- Area 6 – Raise public awareness

Full details of the actions we propose with the six areas can be found in Appendix C.

3.11 We invite Croydon Council to sign the [Local Government Declaration on Sugar](#)

[Reduction and Healthier Foods](#) and the board to endorse the Declaration.

Croydon Daily Mile

- 3.12 The Daily Mile is a simple but effective concept, which any secondary, primary or nursery school can implement completely free of charge and without the need for staff training. Everyone can participate regardless of age, ability and circumstance. It aims to improve the physical, social, emotional and mental health and wellbeing of our children, and research shows it can also improve school attainment. We are currently piloting the 'Croydon Daily Mile' within three of our schools. In the pilot, children will walk, jog or run for fifteen minutes, every day, around a designated route at school, outside in the fresh air. We will be recruiting more schools in the New Year and will aim to broaden the Daily Mile to Early Years settings, and workplaces too.

NEXT STEPS

- 3.13 The Healthy Weight Action Plan 2017-2020 has been approved by each Council department's leadership team and we would like the Health and Wellbeing Board to also approve and sign off the plan and feedback any comments on what we are proposing. It is proposed that a paper comes to the Health and Wellbeing Board in twelve months giving an update on progress. Members and others are invited to sign up to receive more frequent updates about this work. Please contact Denise.Dixon@croydon.gov.uk for regular updates.

4. CONSULTATION

- 4.1 The childhood obesity workshop took place with 70 attendees from a range of organisations and communities. They helped develop the Healthy Weight Action Plan 2017-2020 and identify its priorities.

5. SERVICE INTEGRATION

- 5.1 The Healthy Weight Action Plan brings together a number of partners including statutory, third sector and private organisations to achieve shared objectives.

6. EQUALITIES IMPACT

Not Applicable

CONTACT OFFICER:

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Bernadette.Alves@croydon.gov.uk - Public Health Consultant

Appendix A

Healthy Weight Action Plan – Children and Young People | 2017 – 2020

Name	What are we trying to achieve? (Aim)	What does success look like? (Outcome)	What will we do? (outputs)	When will this be completed?	Lead contact
1.Strategy and Priority 1.1 Interactive pathway	Develop an interactive pathway for residents and health professionals which details support for children to reach a healthy weight and provides advice on healthy behaviour change.	Children and young people and their parents/carers know how to look after themselves and where to go for support. Health professional make better referrals.	Develop a specification Launch of website or interactive tool Review after six months	October 2017 December 2017 June 2018	Denise Blair (Public Health Principal, LBC) Pathways Sub Group of healthy weight steering group
1.2 Local Government Declaration	Croydon Council signs up to the Local Government Declaration	Improved availability of healthier food and reduced availability and promotion of unhealthier alternatives.	Gain commitment to an action within each of the six Declaration areas. Declaration signed Review after one year	October 2017 October 2017 October 2018	Ashley Brown (Public Health Principal, LBC)
1.3 Sugar Smart Croydon	Croydon becomes a Sugar Smart borough	Residents are more aware of the issues around excess sugar consumption.	Develop a delivery plan Campaign launched	July 2017 October 2017	Ashley Brown (Public Health Principal, LBC) Engagement Task and Finish Group

		Businesses promote healthier, lower sugar alternatives.	At least 5 organisations pledge to be 'sugar smart'. At least 20 organisations pledge to be "sugar smart".	January 2018 July 2018	
1.4 Targeting of Services and school health profiles	Targeting: Develop an electronic resource that provides intelligence on schools and wards so that we can target resources more effectively – This will link with the interactive pathway.	Interventions and services are delivered to highest need and highest priority groups.	Develop an electronic resource, dovetailing with existing initiatives. Resource available to commissioners, providers and decision makers.	December 2017 January 2018	Craig Ferguson (Principal Public Health Intelligence Analyst, LBC) Shelley Davies (Head of Standards Safeguarding and Youth Engagement, LBC)
1.5 A Targeted Communications Plan	More residents understand what a healthy weight is and we begin to normalise a healthy weight.	Develop a targeted communications plan, normalising a healthy weight. Initiatives and campaigns are better targeted to the right groups.	Run surveys and focus groups to explore and understand the values and attitude. Develop a year 1 communications plan. Implement the actions in the communications plan.	September 2017 September 2017 June 2018	Denise Malcolm (Senior Public Health Communication Officer, LBC) Tom Sims (Public Health Practitioner, LBC)
2. Early Years <i>(Inc. breast feeding and weaning)</i> 2.1 Breastfeeding and Weaning	Best start achieves full accreditation under Unicef Baby Friendly initiative (BFI) UNICEF Baby Friendly Accreditation	More babies are breast fed and more babies are weaned appropriately.	All Croydon Health Services reach stage 3 (of Unicef BFI).	August 2017 Mid 2019	Melissa Callaghan (Breastfeeding Programme Lead) Croydon Health Services

	Baby cafes and peer support programmes are further developed.		Children's centre reach stage 3 (of Unicef BFI).		CHS Children's Universal Service/ Best Start & Jayne Dowsett, Infant Feeding Midwife, CHS Maternity Services Croydon Breast Feeding Working Group
2.2 Early Years food provision	Work with early years settings (children's centres, nurseries) to ensure food provision is following Children's Food Trust Guidelines.	More children attending early year's settings eat healthier food.	30 settings attend Early Years Learning and Community Event with a healthy eating focus 2018 16 settings attend training and improve provision 8 settings attend training and improve provision.	Mid 2018 Mid 2018 Mid 2019	Laura Flanagan (School Food Improvement Officer, LBC) HV Lead (in line with high impact areas)
3. Access to Healthy Food 3.1 Cooking and growing (building on Food Flagship successes)	* Empower the community to grow and cook healthy food at home or at the New Addington based Community Food Learning Centre	More residents know how to grow and cook healthy food in and out of their home.	Develop a sustainable business model with a view to increasing residents cooking and growing skills over two years.	October 2017	Amanda McGrath (Programme Manager, Good Food Matters)

<p>3.2 Croydon College Food zone (building on Food Flagship successes)</p>	<p>* The Food Zone – work in partnership with Croydon College and Food Businesses to offer students healthier food provision</p>		<p>College students have access to healthier food provision.</p> <p>Food Zone to run weekly.</p> <p>All businesses who trade must sign up to Eat Well Croydon.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>July 2017</p>	<p>Ashley Brown (Public Health Principal, LBC)</p>
<p>3.3 Eat Well Croydon (building on Food Flagship successes)</p>	<p>* Eat Well Croydon to target fast food outlets in close proximity of schools</p>	<p>More people, particularly school children, have access to healthy food in takeaways and cafes across the borough.</p>	<p>Consider including breastfeeding friendly in the Eat Well criteria.</p> <p>10 more businesses sign up to Eat Well Croydon and improve their food provision.</p>	<p>October 2017</p> <p>March 2018</p>	<p>Deborah Norman (Programme Manager, Eat Well Croydon)</p>
<p>4. Supporting People To Be More Physically Active (Inc. environment)</p> <p>4.1 Daily Mile</p>	<p>Roll out the Daily Mile campaign to schools and Early Years Settings</p>	<p>More students are physically active.</p>	<p>Three schools are enrolled in the pilot.</p> <p>Pilot campaigns</p> <p>Consider rolling out to other schools depending on the outcome of the pilot.</p>	<p>End of Summer Term 2017</p> <p>Sept 17 to April 2018</p> <p>April 2018</p>	<p>Laura Flanagan (School Food Improvement Officer, LBC)</p> <p> </p> <p>School/Physical Activity Sub Group</p>

<p>4.2 After School Activities</p>	<p>Schools to facilitate out of hour physical activity sessions for pupils and their parents/carers to use.</p>	<p>Parents and carers to be involved in an afterschool club with their children.</p>	<p>Agreement and development of the realPlay initiative and the action plan for 18/19.</p> <p>Run the initiative – realPlay, focusses on improving relations between the parents/carers and their child as well as the parents/carers and the school.</p>	<p>January 2018</p> <p>July 2019</p>	<p>Heidi Lukes (School Sports Partnership, Development Manager)</p> <p>Pearl Sethna (School Sports Partnership, Development Manager)</p>
<p>4.3 Active Travel to School</p>	<p>More children actively commute to and from school.</p> <p>Children feel able and confident to cycle.</p>	<p>A modal shift towards active and sustainable modes of travel.</p> <p>More children cycle.</p>	<p>35 Bronze, 18 Silver and 12 Gold STARS (TFL School Travel Accreditation) awards</p> <p>Provide a minimum of 5 schools with additional storage</p> <p>To provide a minimum of 2800 cycle training places to children.</p>	<p>July 2017</p> <p>July 2017</p> <p>April 2018</p>	<p>Lewis Campbell (School Road Safety and Travel Plan Officer, LBC)</p> <p>Susan Martin (Road Safety Officer, LBC)</p>
<p>4.4 Better planning to influence physical activity</p>	<p>Assess opportunities to improve accessibility and utilisation of parks and open spaces through amending infrastructure and/or planning applications.</p>	<p>The urban environment promotes physical activity.</p>	<p>Report annually on the Authority's Monitoring Report; the implementation of Policy SP6 – Green Grid of the Croydon Local Plan.</p>	<p>Annually as part of the Council's Authority Monitoring Report</p>	<p>Dominick Mennie (Research and Monitoring Officer, LBC)</p>

<p>4.5 Better access for families to leisure centre provision.</p>	<p>Increased promotion of physical activity session and leisure facilities to children and their families.</p>	<p>More children and families use our gyms and leisure centres.</p>	<p>Include this target in the specification for the new leisure centre provider.</p> <p>Develop a targeted plan with the new leisure centre provider.</p>	<p>March 2017</p> <p>January 2018</p>	<p>Chika Dinaka (Leisure Contract Development Officer, LBC)</p>
<p>4.6 Better use of green spaces and grey spaces</p>	<p>Promotion of outdoor mass participation events for families and provide wider opportunities in the community to promote physical activity in parks and open spaces.</p>	<p>More families utilise our green and grey spaces.</p>	<p>Facilitate or support the organisation of 2 events a year (6 in total).</p>	<p>March 2020</p>	<p>Verena Trend (Active Lifestyles Manager, LBC)</p>
<p>4.7 Remove “no ball games” signs</p>	<p>Remove signage “no ball games” in key targeted areas.</p>	<p>More families are active in their green and grey spaces.</p> <p>Greater community engagement in local areas.</p>	<p>Review best practice, engage with residents and produce a scoping paper of recommendations.</p> <p>Actions dependent on review.</p>	<p>September 2017</p>	<p>Maria Nawrocka (Children and Families Partnership Manager LBC)</p> <p>Verena Trend (Active Lifestyles Manager, LBC)</p>
<p>4.8 Play Streets</p>	<p>Increase numbers of Playstreets. There are 7 playstreets currently operating in Croydon.</p>	<p>More families are active in our streets.</p> <p>Greater community engagement in our local areas.</p>	<p>Aim to open 3 new playstreets – 10 in total</p>	<p>March 2019</p>	<p>Children and Families Partnership</p>

<p>4.9 Community Sport and Physical Activity Network</p>	<p>Promote the Community Sport Clubs via the interactive pathway.</p> <p>Integrate the community sports sector into strategic delivery to encourage children into physical activities.</p>	<p>More children and young people and their families use sports clubs.</p>	<p>Clubs are included on the interactive pathway.</p> <p>Strategic partnership of all sectors improving and extending the physical activity 'offer' for children and young people is set up.</p>	<p>December 2017</p> <p>January 2018</p>	<p>Christine Double CVA</p> <p>Christine Double CVA</p> <p>Barry Lloyd (Sports Development Officer, LBC)</p>
<p>5. Schools*</p> <p>5.1 School food and physical activity plan (see appendix 1)* (Building on Food Flagship successes)</p>	<p>Improve school provision at breakfast, lunch and after-school clubs and improve the knowledge and confidence of staff, pupils and parents/carers to make healthier choices.</p>	<p>More children eat healthier food at school</p>	<p>8 actions are included in the school food and physical activity plan:</p> <ol style="list-style-type: none"> 1. School Food – school meal uptake 2. School Food - Staff training and events programme 3. Food Flagship Schools 4. Targeted Family Cookery Project 5. Sugar Smart Campaign 6. Early Years Setting Support 7. Physical activity – The Daily Mile 	<p>End of 2019</p>	<p>Laura Flanagan (School Food Improvement Officer, LBC)</p>
<p>5.2 Healthy Schools</p>	<p>To improve children's overall health and wellbeing.</p>	<p>To engage more schools in the healthy schools programme</p>	<p>Sign off the Healthy Schools Action Plan</p>	<p>July 2017</p>	<p>Zoe Barkham (Improvement Officer Health and Wellbeing, LBC)</p>

<p>5.3 National Child Measurement Programme</p>	<p>Improved school nursing referral pathway for children measured via NCMP who meet the criteria to engage in the tier 2 children's weight management service.</p>	<p>More children are supported by a weight management service</p>	<p>A system is in place for all children who are identified as being overweight/obese via the NCMP to be referred to an appropriate child weight management service.</p>	<p>July 2017</p>	<p>Suzanne Toomer (Senior Children's Commissioning Manager, LBC)</p>
<p>6. Public and Community Settings <i>(Inc. work place)</i></p> <p>6.1 Healthy Workplaces</p>	<p>Businesses sign up to the London Healthy Workplace Charter.</p>	<p>More employees including parents and carers are healthier at work</p>	<p>Healthy workplace initiatives are included in Croydon's Good Employer Charter.</p>	<p>March 2018</p>	<p>Claire Mundle (Public Health Principal, LBC)</p>
<p>7. Healthcare</p> <p>7.1 Child weight management services</p>	<p>Re-commission Tier 1 and 2 Child weight management service and review opportunities for integration with school nursing.</p>	<p>More of the workforce working with children and young people know how to recognise and offer brief interventions to children and young people with excess weight and their families.</p> <p>Children and young people who are overweight or obese, and their</p>	<p>New service starts.</p> <p>KPIs of new service are reviewed and are on track.</p>	<p>October 2017</p> <p>Quarterly – six month review at April 2018</p>	<p>Suzanne Toomer (Senior Children's Commissioning Manager, LBC)</p>

		families, receive individual support.			
7.2 Live Well link to healthy child weight	Croydon's Live Well/ Just Be programme provides evidence based advice to promote healthy lifestyle choices for the family	More residents have access to information around a child's healthy weight and how to maintain it.	Review how child healthy weight can link with the Live Well Programme. Actions dependent on review.	January 2019	Verena Trend (Active Lifestyles Manager, LBC)
8. Knowledge 8.1 Engagement of residents and community See also actions 1.1, 1.2, 1.3, 1.4, 1.5 and 5.1	Borough wide campaign on healthy weight and Sugar Smart campaign Targeting parents/carers and teenagers with appropriate messages.	More residents know how to reach and maintain a healthy weight	Promotion of PHE Change4life , Sugar Swap campaigns and produce a Croydon specific campaign Hold an event for parents/carers and teenagers.	May 2018	Denise Malcolm (Senior Public Health Communication Officer, LBC) Tom Sims (Public Health Practitioner, LBC)
9. Evaluation 9.1 Evaluating the work streams	Ensuring interventions are having the right impact and milestones are met.	Actions are fulfilled and achieved.	Each lead reports on the progress and milestones of each action via a quarterly report to the healthy weight steering group. Review reporting arrangements.	March 2020 December 2017	Ashley Brown (Public Health Principal, LBC)

Information on initiatives

Sugar Smart: www.sugarsmartuk.org/

[Local Government Declaration: www.sustainweb.org/londonfoodlink/declaration/](http://www.sustainweb.org/londonfoodlink/declaration/)

[Food Flagship: www.croydon.gov.uk/foodflagships](http://www.croydon.gov.uk/foodflagships)

[Healthy Start: www.healthystart.nhs.uk/](http://www.healthystart.nhs.uk/)

[Unicef Baby Friendly: www.unicef.org.uk/babyfriendly/](http://www.unicef.org.uk/babyfriendly/)

[Daily Mile: www.thedailymile.co.uk/](http://www.thedailymile.co.uk/)

[Eat Well Croydon: www.croydon.gov.uk/healthsocial/phealth/eat-well-croydon](http://www.croydon.gov.uk/healthsocial/phealth/eat-well-croydon)

[Croydon healthy schools programme: www.croydon.gov.uk/healthsocial/phealth/healthy-schools-programme](http://www.croydon.gov.uk/healthsocial/phealth/healthy-schools-programme)

[Just Be Croydon: www.justbecroydon.org/](http://www.justbecroydon.org/)

[Good Food Matters – The Community Food Learning Centre: www.goodfoodmatters.org.uk/](http://www.goodfoodmatters.org.uk/)

[Healthy Weight Croydon JSNA 2013-14 www.croydonobservatory.org/joint-strategic-needs-assessment/jsna-detailed-chapters/](http://www.croydonobservatory.org/joint-strategic-needs-assessment/jsna-detailed-chapters/)

Croydon School Food and Physical Activity Action Plan – Children and Young People | April 2017 – July 2019

Background

Levels of childhood obesity are a national and local concern with 9.8% of reception and 24% of year 6 Croydon children classified as obese (2014-2015 data). Combined data for children classified as overweight and obese in Croydon is currently 22.2% (reception) and 39% (year 6). Childhood obesity is one of the 5 priorities of the Croydon Children & Families Partnership. Additionally, in October 2016, the government released its Childhood Obesity Plan where 4 of the 14 actions are school based activity and a further 5 also involve or impact on schools.

This School Food and Physical Activity Plan acts as a sub-section of the Croydon Healthy Weight Action Plan 2017 – 2020 and the work will be led by the borough's School Food Improvement Officer.

Building on Food Flagship Success

Since the start of the Croydon Food Flagship programme, the full time School Food Improvement Officer has focused on supporting 3 Flagship schools to transform their whole school approach to healthy eating and on supporting schools borough wide to make positive changes to food provision and food education across their school community. The key outputs and outcomes to date are below:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Infant school meal uptake has increased from 81% to 84.6% • 370 school staff have received training • 57 schools have increased levels of food growing including four schools building Edible Playgrounds | <ul style="list-style-type: none"> • Key Stage 2 meal uptake has increased from 53% to 61.8% • 60 schools have made positive changes to breakfast menus and provision • Three Food Flagship schools have supported 16 other schools to improve provision and education |
|---|---|

An independent evaluation of the Food Flagship Programme has been carried out and findings have highlighted the particular success of the work in schools. The full report is available [here](#).

Key Partners

The role of the School Food Improvement Officer sits alongside the Improvement Officer for Health & Wellbeing (Healthy Schools) and will work collaboratively with Public Health, School Nursing, Children's Weight Management Services, School Travel Plan Officer, School Sport Partnerships and the Crystal Palace Football Club Foundation, to deliver the best possible support to local schools.

School Food and Physical Activity Delivery Plan

Activity	Inputs		Outputs		Outcomes	
	Time	Partners	2017-2018	2018-2019	Short/medium term	Long term
1. School Food – school meal uptake Improve the quality of food and the dining	-Training delivery -Meeting contract caterers	-11 contract caterers - Food Flagship schools	Increased uptake of Universal Infant School Meals (UIFSM) from 85.2% to 87%		More pupils having balanced nutritious lunches	Reduce childhood obesity Reduce the risk of Type 2 Diabetes

Activity	Inputs		Outputs		Outcomes	
	Time	Partners	2017-2018	2018-2019	Short/medium term	Long term
experience to increase uptake	-Running in-house caterers network		Increased uptake of KS2 meals from 64.5% to 67%		· Less pupils having high sugar/high fat packed lunches · More pupils enjoying their lunchtime experience	
2. School Food - Staff training and events programme Deliver a training & events programme available to all schools, focusing on; breakfast & after-school club provision, packed lunches, cooking & nutrition, food growing and working with parents	-Training & resource development -Promotion & recruitment -Delivery & follow-up support	Leads from Food Flagship schools	75 staff attend training 15 schools attend training 10 of top 30 schools with highest levels of obesity at Y6 attend at least 1 training/event	75 new staff attend training 15 different schools attend training 10 of top 30 schools with highest levels of obesity at Y6 attend at least 1 training/event	· Staff knowledge and confidence increases · Staff make policy and provision changes in school · Food provision and food education is improved for pupils	Reduce childhood obesity Reduce the risk of Type 2 Diabetes
3. Food Flagship Schools Support existing Food Flagship schools and recruit 3 new ones	-Intensive meetings & support for new schools -Termly support meetings for all	Existing Food Flagship schools each mentor a new one	3 sustainability plans produced by existing Flagship schools 3 School Food Plans produced by new Flagship schools Flagship schools support 18 other schools to improve food provision and education		· A whole school approach to healthy eating is developed · Menus are improved across the school day · Pupils, parents/carers are more knowledgeable about healthy eating and make healthier choices (5 a day, water and snacks)	Reduce childhood obesity Improve attainment at KS2 and KS4
4. Targeted Family Cookery Project A new project, training school staff to deliver a cookery programme for target families in their school	3 X full weeks development time 2017-18 = 2X training days 2018-19 = 2X training days	School staff	Project training materials and resource folder developed 12 staff complete project training from 6	12 staff complete project training from 6 new local primary schools 60 families attend 6 week cookery programme	Increased knowledge and confidence amongst parents to make healthy, affordable food choices Reduction in fat and sugar used during cooking	Reduce childhood obesity Reduce the risk of Type 2 Diabetes Improve emotional & mental wellbeing

Activity	Inputs		Outputs		Outcomes	
	Time	Partners	2017-2018	2018-2019	Short/medium term	Long term
<i>Families targeted when pupils are above a healthy weight, fussy eaters or could benefit from diet improvements to improve general health and wellbeing</i>			local primary schools 30 targeted families attend 6 week cookery programme		Increase in portions of fruit & vegetables being prepared and consumed by families	Reduce inequalities
5. Sugar Smart Campaign Launch a campaign to reduce sugar consumption amongst school pupils	Development, promotion & support for schools	Public Health	<i>Exact delivery model tbc</i>		Reduced consumption of sugary drinks amongst primary and secondary school pupils (<i>reported in SHEU survey</i>)	Reduce childhood obesity
6. Early Years Setting Support Support early years' settings to improve menus, policies and staff knowledge around healthy eating	Half termly planning meetings with EY team	Kathryn Blackburn and Jaqi Stevenson – Heads of Best Start Learning Collaboration Setting staff	Improved menus on offer in early years settings 30 settings attend Early Years Learning and Community Event with a healthy eating focus 2018 16 settings attend training and improve provision	8 settings attend training and improve provision.	Local children under 5 eating more balanced and nutritious food in their settings Raised awareness and knowledge amongst setting staff	Reduce childhood obesity Improve emotional & mental wellbeing
7. Physical activity – The Daily Mile Roll out the Daily Mile initiative to Croydon schools encouraging	-Development of a local school support pack	-Public Health -School Sport Partnerships -Crystal Palace Foundation	3 pilot schools trial the Daily Mile	10 new nursery, primary or secondary schools to	· Increased number of minutes spent physically active amongst pupils in school	Reduce childhood obesity Improve emotional & mental wellbeing

Activity	Inputs		Outputs		Outcomes	
	Time	Partners	2017-2018	2018-2019	Short/medium term	Long term
pupils to walk or run a mile each day	-Promotion of initiative and support for schools	-School Travel Plan Officer	10 nursery, primary or secondary schools to implement the daily mile 1200 pupils walking or running a mile each day	implement the daily mile 2400 pupils walking or running a mile each day	· Raised awareness of the importance of being physically active amongst pupils and parents/carers	

Appendix B - Sugar Smart Briefing

Croydon becomes Sugar Smart



Background

We are all eating too much sugar and it's bad for our health. Excess sugar consumption leads to obesity, diabetes and dental decay. One in three children are overweight or obese entering secondary school and tooth extraction is the biggest cause of hospital admission for five to nine year olds.

Sugar Smart Croydon is a joint campaign with the Jamie Oliver Food Foundation and the food charity Sustain to cut our sugar consumption. We are aiming to work with residents, local businesses, schools, children's centres, hospitals and other organisations to promote healthier, lower-sugar alternatives and to limit less healthy choices. We will ask organisations to pledge to make simple changes to what they provide customers, clients, patients and students, to help residents become ['Sugar Smart'](#).

Our Vision and Aim

To be a Sugar Smart borough, where our community is supported to make healthier, lower-sugar choices. We aim to raise awareness about the dangers of excess sugar consumption and support people and organisations to make sustainable changes to reduce sugar intake.

Strategic Fit

This campaign is one of the three priorities of the Healthy Child Weight Action Plan 2017-2020. It will also help us to meet outcomes and actions outlined in the Food Poverty Action Plan 2017–2019, the Healthy Workplace Charter, the joint Health and Wellbeing Strategy 2013-2018, the CCG Operating Plan and will also support the work with Gateway and Welfare.

Next Steps

- Develop a Sugar Smart webpage and pledge form – End of September 2017

- Sugar Smart approach signed off by HWBB – 18th October 2017
- Sugar Smart campaign launches – End of October 2017
- Encourage organisations and individuals to take action on sugar - (initial target of 5 organisations – January 2018, followed by a further 20 organisations – July 18)
- 50 individuals make a pledge - March 2018.



Appendix C - Local Declaration on Sugar Reduction and Healthier Food

Introduction

The aim of the Local Government Declaration on Sugar Reduction and Healthier Food is to achieve a public commitment to improve the availability of healthier food and to reduce the availability and promotion of unhealthier alternatives. It is supported by the Greater London Authority and Sustain. The declaration should be endorsed by the elected leaders of London boroughs and relevant senior officers such as directors of public health. To sign the declaration the local authority has to commit to take at least six different actions across six key areas. In addition, the local authority commits to report on progress annually. Further information is available here www.sustainweb.org/resources/files/reports/BoroughDeclaration_SupportPack.pdf

Signing up to the declaration is one of the three priority actions of the Croydon's 2017 to 2020 Healthy Weight Action plan for Children and Young People. It will also help us to meet outcomes and actions outlined in the Food Poverty Action Plan 2017–2019, the Healthy Workplace Charter, the joint Health and Wellbeing Strategy 2013-2018, the CCG Operating Plan and will also support the work with Gateway and Welfare. The actions below were chosen due to their links to our actions plans and through identified gaps.

Aim of the document

The aim of this document is to set out the process by which Croydon Council can sign up to the local declaration in a bid to provide healthier food in the borough. This briefing sets out the areas we are proposing to commit to and action and the process by which stakeholders can shape the declaration. Currently there are 3 other London boroughs who have signed the declaration with several working towards signing the declaration.

What is the problem?

Overconsumption of foods high in sugar, fat and salt and sugary drinks is a major contributor to the health crisis. Unfortunately they are available at every corner, at every time of the day and night and strategically located near schools, in our high streets and in areas of higher deprivation. Consumption of unhealthy food is also actively promoted through advertising, sponsorship deals and price promotions. The problems are even worse in London, where one in three children are overweight or obese by the time they start secondary school. If left unchanged, this situation will lead to serious health complications later in life, such as diabetes, heart disease and cancers.

Urgent action is needed at all levels to promote healthy eating and sugar reduction. Local authorities have an important role to play. They control planning, some aspects of public and environmental health, leisure and recreation. They control or at the very least influence food and drink in schools, nurseries, civic centres, leisure centres and others. In order to help local people to achieve healthier diets, local authorities need to integrate and co-ordinate their policies. This is a vital part of taking a whole-systems approach to achieving healthier diets. A Local Government Declaration on Sugar Reduction and Healthier Food is a whole-systems approach which will help to address these problems through targeted action under six key areas of commitment by local authorities across the Capital.

The Declaration – The areas for action

These provisional actions were chosen from a national menu of possible actions. They were chosen on the basis that we as a borough are already working towards them or we have identified gaps.

Area 1 – Tackle advertising and sponsorship

Key Stakeholders: Communications, HR, Planning and Licencing

1.2 Develop coherent policy on future marketing/advertising that welcomes opportunities for investment in the borough and joint working, whilst avoiding those that promote unhealthy foods and drinks and undermine breastfeeding. Produce a scoping report to determine what needs to be included in the policy, research what we currently advertise and have influence over and what is deemed healthy/unhealthy – January 2018.

Area 2 – Improve the food controlled or influenced by the council and support the public and voluntary sectors to improve their food offer

Key Stakeholders: Eat Well Croydon Lead, Environmental Health, Commissioning and Improvement and Environment and Leisure

2.1 Improve catering by working towards the Government Buying Standards, for example by running accreditation programmes such as Eat Well Croydon and build these standards into contracts as they come up for re-tender – Mid 2018.

2.2 Work with the 6 council leisure centres to ensure the food provision (including vending) includes food and drinks low in sugar, fat and salt – January 2018.

Area 3 – Reduce prominence of sugary drinks and actively promote free drinking water

Key Stakeholders: Communications, Sugar Smart Task and Finish Group

3.1 Sign up to become a Sugar Smart borough:

- Develop a delivery plan – September 2017
- Launch the campaign – January 2018
- At least 5 organisations pledge to be ‘sugar smart’ – January 2018
- At least 20 organisations pledge to be “sugar smart” – July 2018

Area 4 – Support businesses and organisations to improve their food

Key Stakeholders: Eat Well Croydon Lead, Public Health, Best Start, CHS

4.1 Work with takeaway businesses, public facing establishments and the food industry to make food healthier by running accreditation programmes such as Eat Well Croydon.

- Recruit 10 new businesses to Eat Well Croydon– March 2018
- Re-visit all businesses already signed up to Eat Well Croydon – March 2018

4.2 Encourage local fruit and vegetable businesses to accept Healthy Start Vouchers -

Increase uptake from residents by monitoring and supporting uptake – increase from 63% to 66% August 2019.

4.4 Work towards adopting a Breastfeeding Friendly/Welcome scheme which encourages and supports businesses to welcome breastfeeding mothers.

- All Croydon Health Services reach stage 3 (of Unicef BFI) – September 2017
- Children’s centre reach stage 3 (of Unicef BFI) – Mid 2019

Area 5 – Public events

Key Stakeholders: Communications, HR, Facilities Management

5.1 Ensure that the majority of food and drink provided at public events organised by the council are healthy choices, supporting food retailers to deliver this offer (number of events affected by the policy). Produce a scoping document to determine what should be included (explore if it should include events that the council directly runs or should it include organisations that use the council logo) – January 2018.

Area 6 – Raise public awareness

Key Stakeholders: Communications, Gateway and Welfare and GLA

6.2 Use the council's publicity team to help promote simple steps individuals can take to reduce the amount of excess sugar, fat and salt they consume through national campaigns such as Change4Life, One You or more locally sensitive campaigns such as Live Well. Work with the local Gateway and Welfare team to reach hard to reach residents.

6.3 Support and influence the London Mayor and national government in taking action at London-wide and national level to help local authorities reduce obesity prevalence and health inequalities in our communities e.g. by taking part in national consultations (number of consultations).

Next Steps

Below is the timeline for signing the declaration. Developing an effective partnership is key to making change across the system and we will seek to engage with stakeholders at an early stage to shape the actions.

Proposed Timeline

- The proposed approach is signed off by the Healthy Weight Alliance (September 2017 exact date tbc)
- Develop a draft communications strategy (October 2017)
- Work with stakeholders to develop and identify smart targets and measures of success (October/November 2017).
- Final Declaration and communications strategy agreed (November 2017)

- Local Declaration signed (at HWBB) (TBC – December 2017?) And soft launch (January 2018)
- Regular review by the Healthy Weight Alliance (throughout 2018)
- First annual review at HWBB (Estimated Dec 2018, 12 months after the signing)